

# **End Those BLIND SPOTS!**

**Avoid Lane Change and Merge  
Accidents - Turn out your side  
mirrors to reduce**

## **BLIND ZONES**

**Good visibility is no accident!**



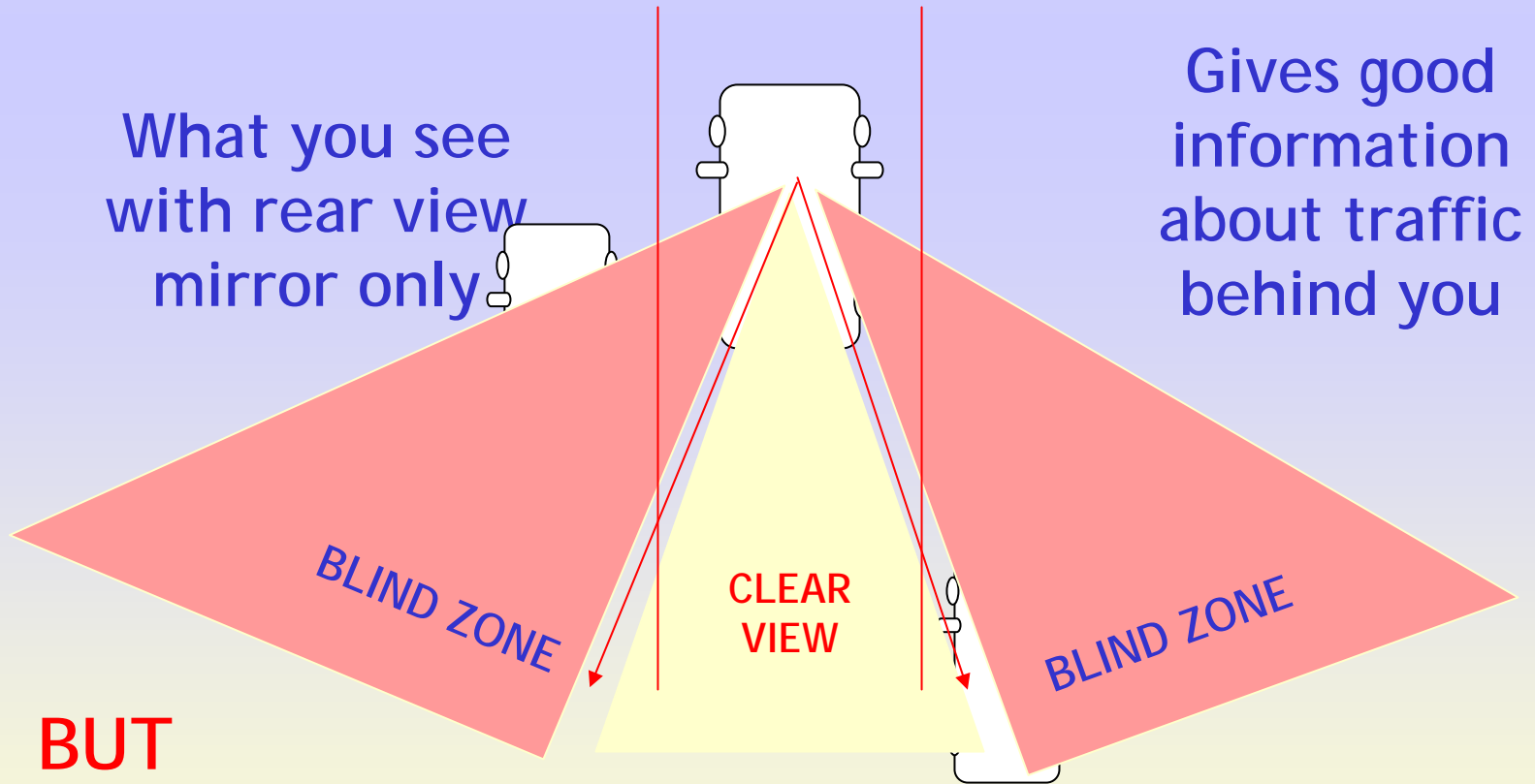
**There are more than 600,000 lane change accidents in the United States each year.**

**More than 200 people die each year in these accidents.**

**60% of drivers causing the crash say they didn't see the other vehicle.**



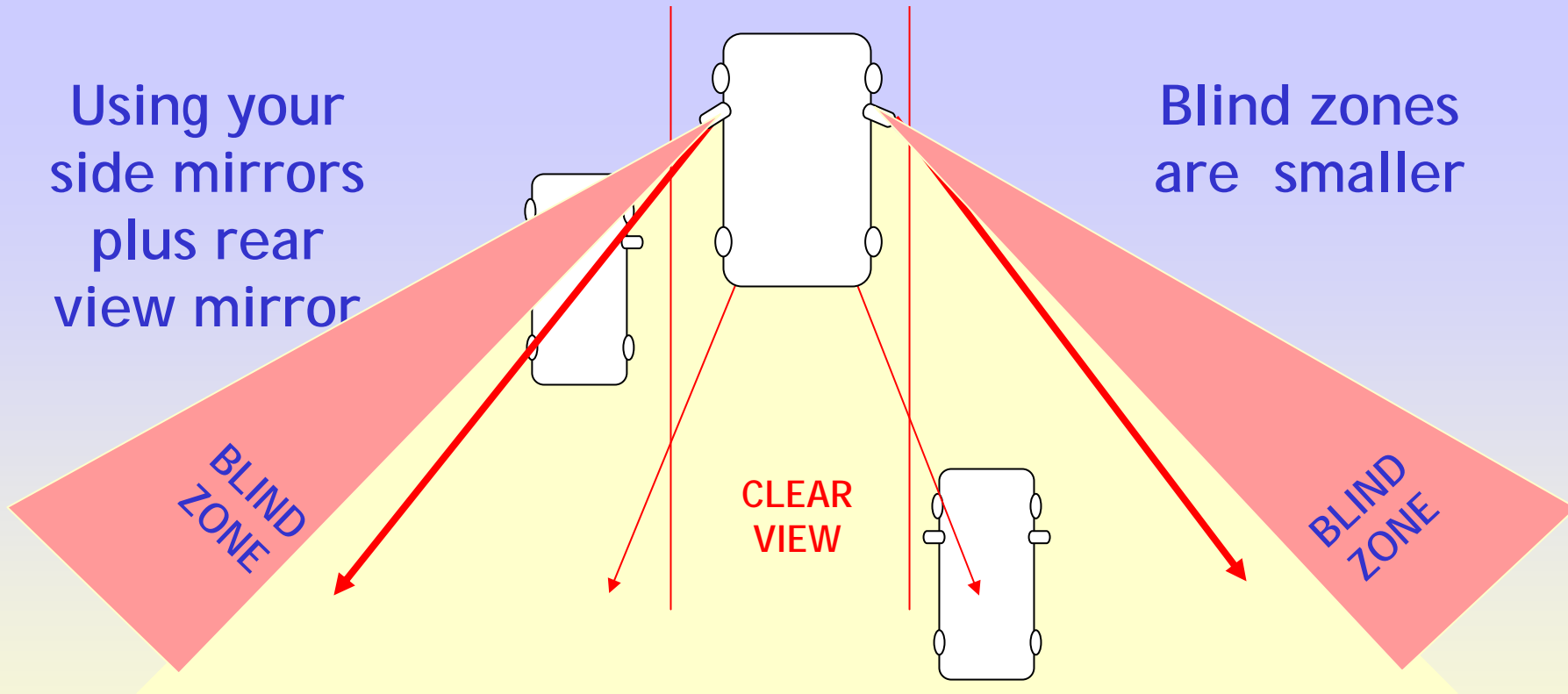
# YOUR REAR VIEW (INSIDE) MIRROR IS NOT ENOUGH



you cannot see traffic on your left and right until it gets very close



# NORMAL SIDE MIRROR POSITION - (YOU CAN SEE THE SIDE OF YOUR CAR)



AND

other traffic stays in view longer

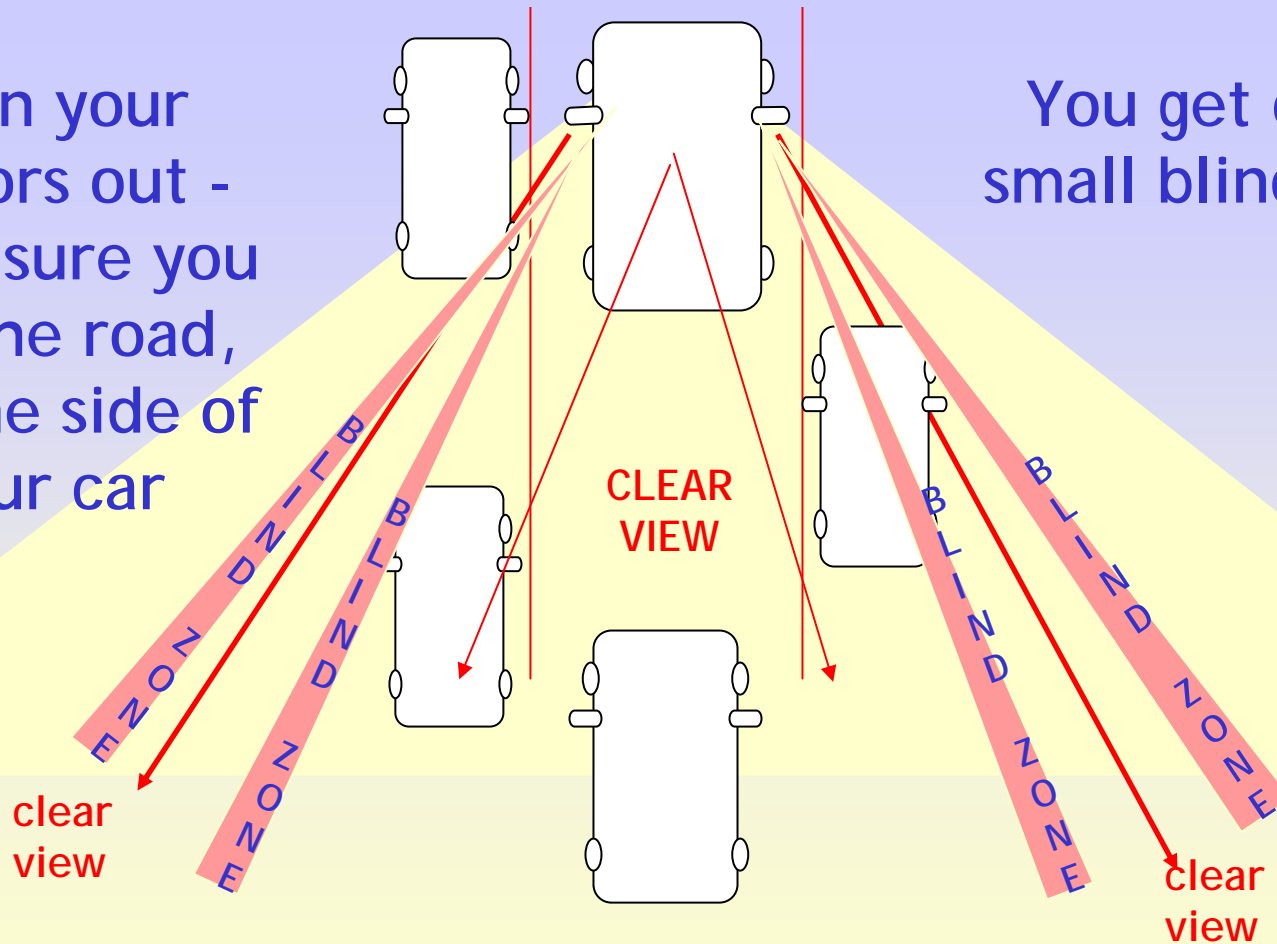


# NEW SIDE MIRROR POSITION

(You look along the road, not the side of your car)

Turn your mirrors out - make sure you see the road, not the side of your car

You get only 4 small blind zones



You can see other traffic sooner and for longer



# FIVE GOOD REASONS TO TURN OUT YOUR MIRRORS

- You don't need to look over your shoulder so often (but it's not a bad idea to do so).
- You need only a brief glance in the mirror to view the blind zone. At highway speeds, turning your head means traveling 100 feet.
- Glancing at the mirror leaves the forward scene in your view.
- Blind zones can be included in your visual scanning (which we're all doing, of course).
- At night, no more glare from headlights in your mirrors.



# Here's How You Do It

- While sitting in the driver's seat, touch your forehead to the driver door window and adjust the mirror outward until you lose sight of your vehicle in the mirror.
- Move to the center of the vehicle and adjust the right mirror in the same manner (you don't have to put your head against the window).
- That's it!



# GOOD VISIBILITY IS NO ACCIDENT

It will take time to change your habits and to get used to the new mirror position. But stick with it and you will be rewarded with a new view in driving that will improve your safety and comfort.

*Try the new mirror position today!*

